Regional Variations in Development Journalism in Luzon: A Critical Discourse Analysis

Vince JC A. Macadangdang[*], Eugene T. Ucol, Lan Arwen Salmo, Tom Joshua P. Viernes, and Joel M. Torres

Department of Language, Culture and Arts Education,
Central Luzon State University, Science City of Muñoz, Philippines
[*]Correspondence: vince.macadangdang@clsu2.edu.ph

Abstract: This study contributes to media linguistics and development communication by examining how campus journalists in Luzon, Philippines, construct ideological positions through language when reporting on development issues. Specifically, it investigates how discursive strategies, such as nomination, predication, argumentation, perspectivation, and intensification, are employed across campus publications. It also looks at how these linguistic features reflect alignment with pro-government, pro-process, or pro-participation perspectives. Using a qualitative research design grounded in Critical Discourse Analysis, the study applied the Discourse-Historical Approach to analyze 30 purposively selected development journalism articles published from six Luzon regions. The researchers used a coding matrix to systematically identify discursive strategies and a two-phase classification process to determine ideological stance, supported by an interrater reliability trial. Findings revealed that campus journalists vary in their ideological orientation, which existing institutional, regional, and sociopolitical contexts may influence. Pro-government articles portrayed state institutions as benevolent actors; pro-participation articles foregrounded community voices and critiqued exclusionary practices, while pro-process articles emphasized systemic logic and a neutral tone. These results suggest that student journalism is not ideologically monolithic but reflects the diversity of its discursive environment. The study concludes that discursive strategies are central to how campus journalists construct their ideological positions, even in student-run publications, which serve as early grounds for journalistic identity formation. While limited to Luzon-based articles explicitly labeled as development journalism, the study recommends expanding future research to include campus publications in the Visayas and Mindanao. It also suggests the integration of discourse-focused training in journalism programs to develop more critically aware and ideologically reflective student journalists.

Keywords: *development communication, discursive strategies, ideological stance*

Introduction

First conceptualized in the Philippines in the 1960s, development journalism emerged as a journalistic approach that critically addresses social and developmental issues. It aims to alert and inform news audiences about development problems and their possible solutions (Chalkley, 1968). This journalism genre is a phenomenon regarded as an essential part of everyone's daily routine. It is delivered to the audience through discourse. The information people receive from these news stories serves as a guide, inspiration, warning, or simply an update on an action or pursuit (Astrero & Torres, 2020). However, despite gaining a foothold in journalism practice, its theoretical ambiguity has led to varying ideological interpretations (Chua, 2019). Notably, autocrats in Southeast Asia contributed to this ambiguity by selectively incorporating components of development journalism to filter out negative news and favor government narratives (Massey & Chang, 2002). As a result, development journalists, depending on their institutional context, may either align with state narratives or prioritize grassroots perspectives (Chua, 2019).

Scholars have tried to categorize the different perspectives on development journalism. Romano (2005) identified five journalistic roles within development journalism: nation-builder, government partner, watchdog, agent of empowerment, and guardian of transparency. Later, Xu (2009) grouped these into three primary schools of thought: pro-process, pro-participation, and pro-government. Pro-process journalism follows Chalkley's (1968) call for journalists to engage directly with the development process (Chua, 2019). It uses simple language to help the "ordinary people" understand development efforts (Xu, 2009). Pro-participation journalism centers on community empowerment (Chua, 2019). It criticizes top-down models and views development as a participatory and rights-

based process. Journalists would "place more emphasis on participation of the ordinary people instead of stressing the number of people who receive assistance" (Xu, 2009, p. 363). Meanwhile, the pro-government camp aligns with Romano's (2005) view of journalists as allies of the state. It avoids excessive criticism and promotes social harmony to maintain national unity.

While these ideological roles are well theorized, little is known about how regional journalists, especially campus journalists, practically align themselves with these ideologies through discursive strategies. Existing studies on media discourse mainly focus on mainstream media, leaving the linguistic features of regional and student journalism largely unexplored. Additionally, content and textual analyses have produced promising results in mapping out the variations of development journalism (Chua, 2019). However, none have yet applied CDA in the context of development journalism to examine its regional differences in the Philippine campus press. Moreover, the specific discursive strategies used in media discourse, such as referentiality, predication, argumentation, framing, and intensification, are not sufficiently documented in campus publications, which serve as essential spaces for shaping journalists' professional and ideological identities.

This study, therefore, examines how campus journalists from various regions in Luzon employ discursive strategies when reporting on development issues. It analyzes how these strategies mirror ideological alignments within the field of development journalism.

Research Questions

(1) What are the discursive strategies employed by campus journalists from different regions in reporting development issues?

(2) How do campus journalists employ discursive strategies to align their perspectives in development journalism?

(3) How does ideological alignment vary per region?

The study contributes to a deeper understanding of how language mediates journalistic role performance and ideological positioning in Philippine campus journalism. By focusing on an understudied discursive community and grounding the analysis in a critical discourse framework, this study expands the theoretical and empirical scope of both development communication and media linguistics. The succeeding sections outline the methodological design, analytical framework, and findings of the study.

Methodology

Research Design and Sample

Numerous scholars have employed Critical Discourse Analysis (CDA) (Reynolds, 2018; Knoppers & Elling, 2004) to examine how language in media texts portrays specific groups of people, including the ideological stances of the journalists who create them. As Fairclough (1985) notes, the goal of critical discourse analysis is to uncover ideologies embedded within institutional discourse that are often taken for granted as common sense. This involves examining how discourse is shaped by social structures and how it contributes to sustaining or challenging those structures. In journalism studies, this means exploring not only the surface content of news texts but also the underlying ideological assumptions that shape and influence how information is framed and presented.

According to van Van Dijk (1995), social variation in ideologies and their expression in discourse is heavily influenced by differences among social groups. Therefore, a journalist from one group may hold a different ideology from a journalist from another group. Such ideological alignments can be analyzed through the journalists' use of discursive strategies. As Carvalho (2008) explains, journalistic discourse is not merely a reflection of social issues, but an active process in which social actors construct events, problems, and viewpoints through the use of language. This process involves "discursive strategies" that shape how these constructions are presented and interpreted (Carvalho, 2008). This nuanced perspective underscores the importance of CDA in examining the complexity and ideological diversity of media texts. Accordingly, Noor and Hamid (2020) employed CDA, specifically the Discourse-Historical Approach (DHA) of Reisigl and Wodak (2009), to demonstrate how strategies such as referential labeling, metaphor, and evaluative language in Malaysian news articles reinforced negative portrayals of sex workers as "the negative others." Moreover, Tejada (2021) found that the deletion of agents and evaluative language in Philippine newspapers subtly supported ideological positions favorable to dominant political interests. These studies confirm that CDA, especially DHA, is a valuable framework for uncovering ideological alignments in media discourse.

Thus, this study adopts a qualitative research design based on Critical Discourse Analysis (CDA), specifically utilizing the Discourse-Historical Approach (DHA) by Reisigl and Wodak (2009). Table 1 presents the five discursive strategies employed in DHA—namely, referential/nomination, predication, argumentation, perspectivation, and intensification/mitigation—along with their respective objectives and common linguistic devices.

Table 1. Reisigl and Wodak's (2009) theoretical framework in DHA.

Strategies	Objectives	Devices
Referential/Nomination	Construction of in groups and out-groups	• Membership categorization • Biological, naturalizing and depersonalizing metaphors, metonymies • Synecdoche (pars pro toto, tatum pro pars) • Verbs and nouns to denote processes and actions
Predication	Labelling social actors more or less positively or negatively, deprecatorily or appreciatively	• Stereotypical, evaluative attributions of negative or positive traits • Implicit and explicit predicate
Argumentation	Justification of positive or negative attributions	Topoi refers to arguments used to justify political inclusion or exclusion, discrimination or preferential treatment.
Perspectivation, framing	Expressing involvement, positioning speakers' point of view	Reporting, description, narration or quotation of (discriminatory) events and utterances
Intensification, mitigation	Modifying the epistemic status of proposition	Intensifying or mitigating the illocutionary force of (discriminatory) utterances

For the study's corpus, 30 articles published online by college campus publications between 2021 and 2025 were purposefully selected from six regions in Luzon, with five articles from each region. The analytical matrix (Table 2) provided the coding scheme used during analysis. Using this framework, the researchers examined the discursive strategies employed in campus journalism articles and interpreted them through Xu's (2009) ideological perspectives: pro-process, pro-participation, and pro-government (Figure 1). Text fragments that matched the indicators under each strategy were highlighted and coded. The researchers then identified the dominant ideological perspective in each article and mapped trends across regions.

Table 2. Analytical matrix using Reisigl and Wodak (2009) in DHA and Xu (2009) in development journalism.

Discursive Strategy (DHA)	Pro-Process Journalism	Pro-Participation Journalism	Pro-government Journalism
Referential, nomination	Code: 1A - References to institutions, agencies, programs - Technical development terms (e.g., "infrastructure," "economic growth") - Mentions of national or regional initiatives	Code: 1B - Use of terms highlighting grassroots, communities, marginalized sectors - Emphasis on "the people," "citizens"	Code: 1C - Government and state actors referred to positively - Use of nation-building metaphors, unifying categories
Predication	Code: 2A - Neutral or favorable framing of development institutions - Positive attribution to technocrats, planners - Framing progress as technical success	Code: 2B - Positive attributes for communities - Critical, sometimes negative attributes toward institutions blocking participation	Code: 2C - Positive evaluation of government actors - Silencing or negative framing of dissent
Argumentation (Topoi)	Code: 3A - Topoi of progress, modernization, expertise, efficiency - Use of data, expert opinions	Code: 3B - Topoi of justice, participation, empowerment - Arguments about human rights, social justice	Code: 3C - Topoi of security, stability, unity - Use of national interest, economic development justifications
Perspectivation, framing	Code: 4A - Perspective of institutions or officials - Framing from the top-down, policy-driven lens	Code: 4B - Framing from community member's perspective - Use of testimonies, bottom-up narratives	Code: 4C - Framing aligned with government's perspective - Quoting state actors as authoritative voices

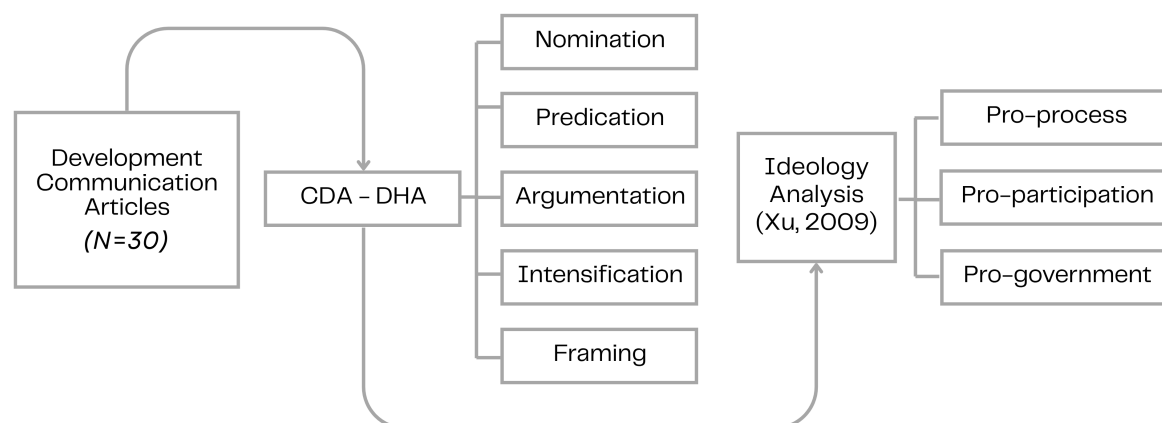|			
	- Focused on explaining official processes in layman's term		
Intensification, mitigation	Code: 5A - Neutral, moderate tone - Use of formal modal verbs (e.g., "may," "might") - Limited emotional or dramatic framing	Code: 5B - Strong, urgent language promoting action - Intensification of social issues' urgency	Code: 5C - Intensification of positive outcomes of state actions - Mitigation or silencing of failures or opposition

Figure 1. Conceptual Paradigm.

Data Collection and Instruments

To minimize subjectivity, only articles explicitly labeled as development journalism (e.g., "devcomm," "debkom," "community," "komunidad") were included. They were retrieved from the social media platforms and websites of collegiate campus presses across Luzon. The chosen island group, Luzon, comprises eight regions, which is the largest among the three island groups in the Philippines. With its diverse socio-political and economic landscape, the island group provided a suitable platform for a study that aimed to examine regional variations in development journalism. It also holds historical significance as the birthplace of campus journalism in the Philippines, with The College Folio of the University of the Philippines (Valenzuela, 1933) being regarded as the country's first campus paper. However, the National Capital Region, where this publication originated, and the term 'development journalism' have been excluded because its campus publications do not publish articles explicitly labeled as development journalism, unlike those outside the capital region. Region IV-B (MIMAROPA) was also excluded due to the unavailability of published development journalism articles online. Ideally, as in Region III, only one article per publication should be selected for sampling. However, for regions with a scarcity of published development journalism articles, only two to three articles were retrieved from a single publication, and the entire sample for those regions was never obtained.

Data Analysis

Before conducting the complete data analysis, a preliminary trial phase was carried out to verify that the coding scheme was robust and not dependent on a single rater's subjective view, following Neuendorf's (2017) intercoder reliability standards and practices. Four raters independently coded two articles. These coded articles were then evaluated through interrater reliability testing using Fleiss' Kappa, given the nominal nature of the data. The resulting kappa values were: for the first article, $k = 0.891$, $p < 0.001$, and for the second, $k = 0.727$, $p < 0.001$ (see Appendix A). According to Landis and Koch's (1977) interpretation scale, the first result indicates almost perfect agreement, and the second indicates substantial agreement, both of which are statistically significant. After confirming the coding scheme's robustness, the 30 articles were assigned to four raters for efficiency. Neuendorf (2017) states that splitting coding tasks is acceptable only if the raters are calibrated against each other, which was accomplished through the trial phase. Although the interrater agreement in the trial phase does not directly reflect agreement during the actual coding, it ensures that raters shared a common understanding of the coding scheme before proceeding to the complete data analysis.

Table 3. Corpus of the study.

Article Code	Title	Authors/Year
CAR-A	KSU Upholding Mental Health Awareness	Batoy, C. (2024).
CAR-B	Grade School & Junior High School community outreach program benefits blind community in Tuba	Leckias, A. F. (2024).
CAR-C	Tongtongan ed Bakun: Empowering Indigenous Communities through Conflict Resolution	Payangdo, I. T. (2024).
CAR-D	PPAN: How to Heal a Sick Nation	Paragas, A. J. (2024).
CAR-E	PRESYONG BARYA	Medrano, J., & Lacsa, I. (2025).
R1-A	BIOvolution, BIOnnovation, BIOsustainability	Bayona, R. (2024).
R1-B	Jogging Towards Wellness: Campus Health at DMMSU-SLUC	Laroco, J. E. (2025).
R1-C	Resilience, One Layer at a Time: Coating the Aftermath of Sequential Storms	Caoile, C. J. (2024).
R1-D	Tabak ng Dila, Upos ng Buhay	Lacusong, J. L. (2024).
R1-E	ESCAPADE OF HIDDEN EMOTIONS: Unveiling Personal Stories	Buaron, M. W., & Caoile, C. J. (2024).
R2-A	Digitalisasyon Tungo sa Maunlad at Makabagong NVSU	Lictawa, P. S. C. (2024).
R2-B	CSU'S C-Trike seen to make Tugue trike-riding env't-friendly	Reynon, J. (2025).
R2-C	Taming the Torrent: Four Flood Control Projects to prevent flooding in Isabela	Santiago, L. (2024).
R2-D	Beyond Chat: @MetaAI Introduce Yourself	Velez, A. (2024).
R2-E	THE SMARTER BULB	
R3-A	Luha sa Ani: Ang Patuloy na Pagkalubog ng mga Magsasaka sa Bongabon	Taberna, T. (2025).
R3-B	Double-Edged Sword: The Relocation Dilemma in the NSCR-Extension Project	Soliven, R. M., & Digol, M.C (2025).
R3-C	Seats With Empathy: The Overlooked Etiquette of Commuting	Capulong, S. & Digol, M. C. (2025).
R3-D	Sa Salat Na Sistemang Medikal, Mga Mapaghimalang Kamay Ang Nalalapitan	Beltran, R. H., & Cabalona, L. A. (2024).
R3-E	MINDING THE GAPS: Access to Mental Health Services in the Philippines	Melivo L. K., Rosales, P. Y., & Dimaala, J. (2024).
R4-A	Coco water, gagawing kapaki-pakinabang gamit ang bubuoing makinarya ng SLSU	Roa, J. S. P. (2025).
R4-B	IPs, Priyoridad bigyan-akses sa Unibersidad	Mendoza, E. R. (2025).
R4-C	'Not just an academic requirement': RCWO on research as LCCians witness annual student colloquium	Gonzales, V. M. (2025).
R4-D	Empowering the Future: Youth Action in Climate Change draws first impressions	Titular, J. D. (2024).
R4-E	Produkto ng CIT sinolusyunan ang problema sa emergency alarm system sa unibersidad	Ratio, E. L. (2025).
R5-A	WORLD CANCER DAY 2024: A COLLECTIVE PUSH TOWARDS EQUITABLE CARE FOR ALL	Dino, J. A. (2024).
R5-B	To Leave No One Behind: Women in the New Era of Science	Merca, R. J. (2024).
R5-C	TUNGO SA PAG-USWAG: Bicol Trains Back in Rails After Six-Year Halt	Colle, A. K. (2024).
R5-D	WORLD WILDLIFE DAY 2024: BREAKING BOUNDARIES IN THE FIGHT FOR WILDLIFE CONSERVATION	Dino, J. A. (2024).
R5-E	Region V's first AI Center to address flooding, preserve local language in Nabua	Tanay, J. K. & Balderas, M. L. (2024).

During the comprehensive data analysis, the raters first identified the discursive strategies present in each article and then coded them according to their ideological alignment (see Appendix B). This involved analyzing how discursive strategies were used and determining the underlying ideological stance associated with each strategy. Close attention was paid to how the social actors (institutions, community, government) were depicted: who was the source of agency, who benefited from the development actions, and whose voice was emphasized or marginalized.

After coding the entire sample, the next step was to determine each article's final classification based on its dominant ideological stance. A two-phase classification protocol was used. In Phase 1, the raters classified the articles in their raw, uncoded form (whether they are pro-government, pro-participation, or pro-process). In Phase 2, the raters reevaluated their classifications, now with access to the coded articles. They could either agree or disagree with the coding, and only considered the codes they agreed with for their final decision. If their classification changed in Phase 2, they provided a brief explanation (see Appendix F). This process served as a reflective validation method,

enhancing the accuracy and reliability of the ideological alignment assessment. The final classification was based on the raters' judgments. When an article received a 2:2 classification, it was labeled as a hybrid of the two (for example, if two raters classified an article as pro-process and the other two as pro-government, its final classification was pro-process/pro-government). After all 30 articles were classified, the raters identified the most common classification for each region.

Results and Discussion

Using the Discourse-Historical Approach, five key strategies were examined: nomination/predication, argumentation, and framing/intensification (Reisigl & Wodak, 2009). Table 4 presents the frequency of coded discursive strategies related to ideological alignment by region. It was not used to directly identify the dominant ideological alignment per region because disproportional article length could create an imbalance. However, it is helpful to compare the distribution of each discursive strategy relative to ideological alignment within each region. The discussion of how each discursive strategy was used to align with the three perspectives follows.

Table 4. Frequency Distribution of Coded Discursive Strategies.

Discursive Strategy	**CAR**	**R1**	**R2**	**R3**	**R4**	**R5**	**Total**
Nomination/Predication							
Pro-process	28	18	20	5	14	17	102
Pro-participation	11	12	6	66	0	11	106
Pro-government	16	2	21	13	9	24	85
Argumentation							
Pro-process	27	7	16	12	7	23	92
Pro-participation	16	7	7	40	5	8	83
Pro-government	11	4	13	8	8	9	53
Framing/Intensification							
Pro-process	26	18	12	20	7	13	96
Pro-participation	17	17	8	107	12	35	196
Pro-government	14	2	20	19	1	19	65
							878

1. Nomination and Predication

Many articles from CAR, Region II, and Region IV-A employed nomination strategies that positioned institutional and government actors as the primary sources of development, often characterizing them with positive attributes. This type of positive nomination and predication toward institutional and government actors falls under the pro-government classification proposed by Xu (2009), while journalists write articles that favor government narratives. Meanwhile, articles from Region III often focus on community actors and describe them using emotional or struggle-based terms. The construction of in-groups and out-groups is also employed by writers to differentiate between the state and the benefits received by marginalized and privileged groups. As Reisigl and Wodak (2009) asserted, this semantic strategy is employed to make a socio-political claim. Government actors are also depicted negatively in these articles. Such critical and negative attributions to actors blocking participation suggest a journalist's pro-participation stance, based on Xu's (2009) framework.

Finally, many articles from Regions I, II, and V, along with some from Region IV-A, highlighted either community or institutional actors and presented them in a neutral or procedural tone. The construction of in-groups and out-groups also appeared in these articles, though supported by solid facts. They generally avoided emotionally charged or evocative language, a characteristic of pro-participation discourse. Moreover, several articles from Regions IV-A and V employed a straightforward news format rather than the more feature-oriented, narrative-driven style commonly used in pro-government or pro-participation articles. Maintaining balance, factuality, and clarity when presenting development initiatives from an institutional perspective aligns with what Xu (2009) defines as a pro-process stance in development journalism. Under this model, journalism aims to support and communicate the national development process in accessible terms for the general public, without necessarily advocating for state power or grassroots mobilization.

2. Argumentation

Argumentation strategies involve using topoi, which are logical warrants that justify specific claims or actions. In articles, especially from CAR, Region II, and Region IV-A, the topoi of authority and institutional excellence were common. These arguments often focused on institutional legitimation, with little or no participation or critical

perspective, unlike articles that advocated for participation. In most cases, even when development aimed to help marginalized communities, the emphasis was on the state-aligned institutional actor as the primary agent of empowerment, not grassroots or participatory processes. This aligns with Xu's (2009) pro-government view, in which journalists portray governments and institutions as benevolent and capable actors pursuing development goals. Notably, many sampled articles from Region IV-A followed a news format influenced by publication standards. The argumentation strategies used were mostly implicit, yet they benefited state-linked actors such as universities. Additionally, the lack of critique and the top-down framing of support are evident in most articles that align with a pro-government ideology, where state-linked institutions are portrayed as the primary agents of development (Xu, 2009).

In contrast, articles from Region III mainly employ the topos of justice or need, focusing arguments on fairness or equity. The strategies emphasize community welfare, sometimes even directly refuting a government actor's statement. Notably, these development articles tend to diverge from the principle of teleology, which holds that the end justifies the means. They have government actors accountable for the impact of ongoing or planned projects on the immediate communities affected. Such critical evaluations of government actors align with Xu's (2009) pro-participation stance, which revolves around human rights and social justice.

Meanwhile, articles from Regions I and V primarily focused on themes such as numbers, feasibility, and success. Journalists built their arguments on solid facts or expert opinions, rather than relying on emotional language. Often, they engaged with the development process by suggesting data-supported actions or by reinforcing ongoing initiatives with neutrally framed statements. This approach aligns with the pro-process perspective described by Xu (2009) and Chalkley (1968), which emphasizes the journalist's role in clearly and rationally explaining the development process to support it.

3. Framing and Intensification

In terms of framing and intensification strategies, articles from Region III tend to present the affected community's perspective, often with heightened emotional language. They include quoted statements from the community to emphasize the need for development and to challenge or counter the efforts of institutions. These articles underscore the importance of addressing the social issues that affect the community. Sometimes, testimonies directly urge government actors to get involved in grassroots situations. Additionally, testimonies are used to illustrate the inaccessibility of services to grassroots sectors, indirectly (and often directly) holding government officials accountable. The use of vivid language (e.g., "light years away from our reach" and "*patuloy na kumikitil*") intensifies the call for government intervention. While highlighting the potential benefits of government development projects, community narratives also point out procedural flaws, tempering optimism. This framing, which uses community voices to question and challenge government actions and to highlight grassroots struggles, aligns with the pro-participation stance outlined by Xu (2009).

Meanwhile, articles from Regions I, II, and V presented an objective perspective rooted in institutional and official viewpoints. These texts often employed expert opinions and statistical data, creating a moderate and fact-based tone through the use of intensification strategies. This approach aligns with a pro-process stance, as defined by Xu (2009), which emphasizes rational explanation over emotional appeal. It also differs from the pro-participation style, which tends to use evocative language to dramatize community struggles and promote grassroots agency.

Finally, articles, especially from CAR and Region IV-A, tend to use a top-down framing with an emphasis on praise. These articles highlight the government's efforts and actions to provide a more comfortable living for its constituents. In some cases, framing government actors involves portraying community actors in a negative light. This type of framing strategy, which emphasizes government narratives and amplifies their positive impact on constituents, falls under the pro-government stance outlined by Xu (2009) and Romano (2005). All in all, these findings reveal how journalists employed discursive strategies to deliberately or implicitly signal their ideological stances on the social and developmental issues they were tackling. This supports Carvalho's (2008) claim that social actors construct their viewpoints through discursive strategies.

Table 5. Discursive Strategy-Ideology Analysis.

Discursive Strategy	Excerpt
Nomination/Predication (a)	
Pro-government nomination follows a top-down approach. The government actors or state-aligned actors are foregrounded and predicated positively. Community becomes passive.	"**Twenty-five families** from the National Housing Authority (NHA) blind community **benefited** from a gift-giving outreach program... The initiative of the **GS and JHS Department** is a testament that **UC and its stakeholders consistently set the bar high...**" (CAR-B)
Pro-participation nomination utilizes the construction of in-groups and out-groups through exclusionary descriptors. Evocative language is used to contrast the state of the privileged and the marginalized. Government actors are also predicated negatively.	"...**displaced families** encountered significant uncertainties regarding the relocation process. **While some** families were able to meet the **stringent requirements set by the National Housing Authority (NHA)**, **others** faced disqualification." (R3-B)
Pro-process nomination foregrounds actors with neutral, fact-based descriptors. In-groups and out-groups are constructed and contrasted by using statistical data or expert opinions.	"In the world of science, **women** are typically **given smaller** research grants than **men**. According to the Organization for Women in Science for the Developing World (OWSD), while **they represent 33.3%** of all researchers, **only 12%** of the members of national science academies are **women**. In cutting-edge fields such as artificial intelligence, **only one in five** professionals (22%) is a **woman**." (R5-A)
Argumentation (b)	
Contains the topoi of role fulfillment and institutional excellence. Even though the tackled development aids marginalized communities, the emphasis is on the state-aligned institutional actor (the university) as the primary agent of empowerment, not on grassroots or participatory processes. Hence, pro-government.	"The initiative of the GS and JHS Department is a testament that UC and its stakeholders consistently set the bar high for exploring possibilities to foster a culture of not just academic brilliance, creativity, and competence but also community engagement. The GS and JHS Departments will always remember their essential role in promoting inclusivity through simple ways of extending love and in helping marginalized communities." (CAR-B)
Employs a rhetorical question that succeeds a testimony of a government actor which directly refutes the claim of the government actor and criticizes their incapability to provide inclusive access to the community. Furthermore, the arguments validate the community perspectives laid out across the article. Hence, pro-participation.	"Dagdag naman ni Geronimo, "On behalf of DOH, ang aming tanggapan ay laging bukas po para sa inyo, para matugunan po 'yung inyong pangangailangan po, 'no. Kasama po ng Provincial Health Office, kami po ay tulong-tulong na tutugon sa mga needs ng ating mga tao sa komunidad." **Kung tunay na bukas ang tanggapan ng DOH maging kalakip na mga institusyon, bakit hanggang ngayon ay mayroong inuuna pa rin ang pagpapagamot sa albularyo.**" (R3-D)
At first glance, the excerpt may look like an argument urging and criticizing institutional action. However, throughout the article, the institution is not criticized but treated as an agency with a room for improvement, and such improvements are constructed through arguments backed by expert opinion ("according to the journal article"). The excerpt employs the topos of feasibility, offering an intervention to a social issue.	"...the Pangasinan State University Urdaneta City Campus should first break the stigma behind the guidance counseling to create a third-place concept where students feel safe and have a sense of refugee. Seminars and orientations-according to the journal article-play a crucial role in transforming the counseling office..." (R1-E)
Framing and Intensification (c)	
A bottom-up framing that urges government and institutional action. It intensifies the gap between the working class and the policy makers, urging the latter for a more participatory approach in solving agricultural problems.	"Dapat, **bumaba sana sila [gobyerno] sa field** para makita nila 'yong sitwasyon ng mga magsasaka kung ano 'yong mga needs kasi unang-una, ang kakulangan dito 'yong awareness tsaka 'yong study talaga para mapuksa talaga 'yong harabas..." suhestiyon ni Mark... Sa halip na magalak sa muling pag-aani, **luhaan na namang ibebenta** ng mga magsasaka sa Bongabon ang kanilang mga pananim na sibuyas. (R3-A)
The struggle of the underrepresented sector (i.e., the women) against gender equality is intensified by framing an institution as a source of supporting fact. This deviates from the reliance of pro-participation passages in evocative language to intensify community struggles.	"According to the Organization for Women in Science for the Developing World (OWSD), while they represent 33.3% of all researchers, **only 12% of the members of national science academies are women.**" (R5-B)
The government actor negatively predicates the community. The article tackled the stoning incidents that 'damages the new trains' through the perspective of the government actor. The writer did not include, however, the side of the community that potentially disagrees with the implementation of the project. Instead, it quoted an assumption from the government actor. In turn, it mitigates the possible concerns from the community directly affected by the project.	""Sa riding public natin, sana ingatan naman natin ang ating train, sana 'wag naman nila gawin 'yun [stoning] kasi syempre, para sa atin 'to. Kinakailangan nga na na maging proud tayo na mayroon tayo nito ngayon sa Bicol, **Binibigyan tayo ng gobyerno ng mode of transportation na mura**, komportable ka, and usually on time naman nakakarating. Mahalin na lang nating mga Bicolano, 'no," the OIC reminded. (R5-C)

Regional Variation

All articles across the six regions contain discursive strategies that vary in ideological stance (Table 6). Not a single article was coded with a consistent ideological stance. For most of the sampled articles (23 out of 30), a dominant ideological position was evident, allowing for their classification into a single ideological category. However, some articles (7) were classified by the four raters into a 2:2 ratio, indicating two dominant ideological positions, such as CAR-C, R1-C, R1-D, R2-E, R4-C, R5-C, R5-D. All these dichotomized articles were characterized by pro-participation and pro-process alignments, except for R2-E, which was classified as pro-participation/pro-government. This dichotomy was notable because the two alignments are theoretically very different. Even articles primarily coded as pro-participation, such as R3-D, contained passages that aligned with pro-process and pro-government perspectives. The effort to balance community, government, and institutional voices—an essential aspect of traditional journalism— may explain this plurality. Additionally, all regions display heterogeneous ideological stances, except for Region III, where all sampled articles were categorized under a single ideological stance.

Nevertheless, there is usually a dominant ideological stance within each region's perspective. These findings support Fairclough's (1985) claim that social institutions, such as journalists, contain diverse ideological-discursive formations (IDF), but typically one dominant IDF prevails. They also align with Van Dijk's (1995) assertion that different social groups generate social variations in ideologies through discursive strategies.

Table 6. Regional breakdown.

Region	Dominant Ideology	Interpretation
CAR	Pro-Government	Top-down nomination of state actors and positive predication of government efforts.
Region I	Pro-Process	Emphasizes technological and environmental progress via institutional mechanisms.
Region II	Pro-Government	Presents developments by highlighting government efforts.
Region III	Pro-Participation	Frames issues from grassroots perspectives: emotional and justice-based arguments.
Region IV-A	Pro-Government	Top-down nomination of state actors and implicit positive predication of government efforts; generally, news-type articles.
Region V	Pro-Process	Balances technical reporting and grassroots stories; some Pro-Participation elements.

Conclusion and Recommendations

The results support previous claims that social actors such as journalists form their ideological positions—whether consciously or not—through discursive strategies. As noted by linguistic scholars, the effectiveness of critical discourse analysis in exposing ideologies in media texts is strengthened. Using the Discourse-Historical Approach, this study found that journalists across Luzon regions differ in their use of discursive strategies and, as a result, express varying ideological stances. No article reflected a purely singular ideological viewpoint, but most showed a dominant stance. Regionally, the Cordillera Administrative Region, Region II, and Region IV-A generally aligned with a pro-government stance. Regions I and V were mainly pro-process, while Region III was mainly pro-participation. Social institutions, including journalism, contain diverse ideological and discursive formations, although typically one becomes dominant. Furthermore, the interaction between linguistic strategies and ideological positions in campus journalism, as demonstrated in this study, confirms that language is not merely a tool for reporting but a mechanism through which power, inclusivity, and development priorities are expressed, as earlier scholars have noted. This reinforces the importance of incorporating discourse analysis into media and communication studies. On a practical level, it emphasizes the formative role of campus journalism in shaping early journalistic identity and the potential of student media to support or challenge dominant ideologies in public discourse.

Journalism programs across Philippine universities may develop training modules on discourse analysis and ideological framing in development reporting to equip campus journalists with tools for more critical and reflective practice. This suggestion stems from the study's insight that student journalists already engage with ideological discourses, whether consciously or not. A primary limitation of the study is its focus on a single island group, Luzon. Future research may include articles from the Visayas and Mindanao, examining how language and ideology in campus journalism evolve, particularly in response to national social and political changes and educational reforms. Additionally, a study directly examining the social and political factors influencing ideological differences among regional journalists is recommended.

Conflict of Interest

The authors declare that they have no conflict of interest.

Authorship Details

Macadangdang (30%): concept and design, data acquisition and analysis, data interpretation, writing and editing the manuscript. Ucol (24%): data acquisition, data interpretation, writing the manuscript. Viernes (18%): Data acquisition, data interpretation, writing the manuscript. Salmo (18%): data acquisition and interpretation, writing the manuscript. Torres (10%): supervision, data presentation, and editing the manuscript.

Use of AI Declaration

GPT-4o was used during the self-revision process to ensure adherence to the APA format. When certain passages were flagged as not complying, the authors revised them with the guidance of GPT-4o. AI is not used for anything further.

References

Astrero, E. T., & Torres, J. M. (2020). Capturing the frames of news story leads in Philippine dailies: A discourse analysis. *Studies in Pragmatics and Discourse Analysis, 1*(1), 37-46.

Carvalho, A. (2008). MEDIA(TED) Discourse and Society. *Journalism Studies*, *9*(2), 161–177. https://doi.org/10.1080/14616700701848162

Chalkley, A. (1968). *A manual of development journalism*. Manila, Philippines: Thomson Foundation and Press Foundation of Asia. https://books.google.com.ph/books/about/A_Manual_of_Development_Journalism.html?id=gOmOAQAACAAJ&redir_esc=y

Chua, Y. T. (2019). Development journalism. *Oxford Research Encyclopedia of Communication*. https://doi.org/10.1093/acrefore/9780190228613.013.799

Fairclough, N. L. (1985). Critical and descriptive goals in discourse analysis. *Journal of Pragmatics*, *9*(6), 739–763. https://doi.org/10.1016/0378-2166(85)90002-5

Knoppers, A., & Elling, A. (2004). 'We do not engage in promotional journalism.' *International Review for the Sociology of Sport*, *39*(1), 57–73. https://doi.org/10.1177/1012690204040523

Landis, J. R., & Koch, G. G. (1977). The measurement of observer agreement for categorical data. *Biometrics*, 33(1), 159–174. https://pubmed.ncbi.nlm.nih.gov/843571/

Massey, B. L., & Chang, L. J. A. (2002). Locating Asian values in Asian journalism: A content analysis of web newspapers. *Journal of Communication, 52*(4), 987-1003. https://doi.org/10.1111/j.1460-2466.2002.tb02585.x

Merca, R. J. (2024). *To Leave No One Behind:Women in the New Era of Science*. Sorsogon State University - The Artificer. https://www.facebook.com/share/p/1WK76jej3v/

Neuendorf, K. A. (2017). *The content analysis guidebook* (2nd ed.). Sage Publications. See especially "Intercoder Reliability Standards and Practices," pp. 154–155. https://doi.org/10.4135/9781071802878

Noor, N., & Abdul Hamid, B. (2020). Representation of sex workers in Malaysian news media: A critical discourse analysis. *European Proceedings of Social and Behavioural Sciences,* 10, 1–13. https://doi.org/10.15405/epsbs.2020.10.02.1

Reisigl, M., & Wodak, R. (2009). The discourse-historical approach (DHA). In R. Wodak, & M. Meyer (Eds.), *Methods for Critical Discourse Analysis* (pp. 87-121). Sage (2nd revised edition). https://www.research.lancs.ac.uk/portal/en/publications/the-discoursehistorical-approach-dha(958ea885-42a9-4bf5-abbc-ed2e9484edd6)/export.html

Reynolds, C. (2018). Building Theory from Media Ideology: Coding for Power in Journalistic Discourse. *Journal of Communication Inquiry*, *43*(1), 47–69. https://doi.org/10.1177/0196859918774797

Romano, A. (2005). Asian journalism: News, development and the tides of liberalization and technology. In A. Romano & M. Bromley (Eds.), Journalism and democracy in Asia (pp. 1–14). London: Routledge. https://www.taylorfrancis.com/chapters/edit/10.4324/9780203001950-1/asian-journalism-angela-romano

Tejada, K. C. M. (2021). Ideological constructions in news discourse presented in Philippine broadsheets: Input to innovations in language education. *Journal of International Conference Proceedings*, 4(3), 585–598. https://doi.org/10.2991/assehr.k.210226.011

Valenzuela, J. Z., & Kalaw, T. M. (1933). *History of journalism in the Philippine islands*. https://openlibrary.org/books/OL6291607M/History_of_journalism_in_the_Philippine_islands

Van Dijk, T. (1995). Ideological discourse analysis. *MOARA – Revista Eletrônica Do Programa De Pós-Graduação Em Letras*, 4, 135–161. http://www.discourses.org/OldArticles/Ideological%20discourse%20analysis.pdf

Xu, X. (2009). Development journalism [Electronic]. In K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *The handbook of journalism studies* (1st ed., pp. 377–390). Routledge.

Appendix

Appendix A. Interrater Reliability Test Results

Trial Article 1.

Fleiss Kappa	N	Raters	Kappa	Z	p
Value	17	4	0.891	19.3	<.001

Trial Article 2.

Fleiss Kappa	N	Raters	Kappa	Z	p
Value	12	4	0.727	9.88	<.001

Appendix B. Color-coded Coding Scheme

Discursive Strategy (DHA)	Pro-Process Journalism	Pro-Participation Journalism	Pro-government Journalism
Referential, nomination	Code: 1A - References to institutions, agencies, programs - Technical development terms (e.g., "infrastructure," "economic growth") - Mentions of national or regional initiatives	Code: 1B - Use of terms highlighting grassroots, communities, marginalized sectors - Emphasis on "the people," "citizens"	Code: 1C - Government and state actors referred to positively - Use of nation-building metaphors, unifying categories
Predication	Code: 2A - Neutral or favorable framing of development institutions - Positive attribution to technocrats, planners - Framing progress as technical success	Code: 2B - Positive attributes for communities - Critical, sometimes negative attributes toward institutions blocking participation	Code: 2C - Positive evaluation of government actors - Silencing or negative framing of dissent
Argumentation (Topoi)	Code: 3A - Topoi of progress, modernization, expertise, efficiency - Use of data, expert opinions	Code: 3B - Topoi of justice, participation, empowerment - Arguments about human rights, social justice	Code: 3C - Topoi of security, stability, unity - Use of national interest, economic development justifications
Perspectivation, framing	Code: 4A - Perspective of institutions or officials - Framing from the top-down, policy-driven lens - Focused on explaining official processes in layman's term	Code: 4B - Framing from community member's perspective - Use of testimonies, bottom-up narratives	Code: 4C - Framing aligned with government's perspective - Quoting state actors as authoritative voices
Intensification, mitigation	Code: 5A - Neutral, moderate tone - Use of formal modal verbs (e.g., "may," "might") - Limited emotional or dramatic framing	Code: 5B - Strong, urgent language promoting action - Intensification of social issues' urgency	Code: 5C - Intensification of positive outcomes of state actions - Mitigation or silencing of failures or opposition

Note: Argumentation strategies were coded in a separate document using the corresponding color codes in nomination/predication strategies.

Appendix C. Summary of Raters' Initial Classification Per Article

Article No.	Rater 4	Rater 1	Rater 2	Rater 3
R1-B	Pro-government	Pro-government	Pro-government	Pro-participation
CAR-E	Pro-participation	Pro-participation	Pro-participation	Pro-participation
CAR-D	Pro-process	Pro-process	Pro-process	Pro-process
R1-C	Pro-process	Pro-participation	Pro-process	Pro-process
CAR-C	Pro-process	Pro-participation	Pro-process	Pro-participation
CAR-B	Pro-government	Pro-government	Pro-government	Pro-government
CAR-A	Pro-process	Pro-government	Pro-government	Pro-participation
R1-D	Pro-government	Pro-process	Pro-process	Pro-participation
R1-E	Pro-process	Pro-process	Pro-government	Pro-participation
R1-A	Pro-process	Pro-process	Pro-process	Pro-process
R2-A	Pro-government	Pro-process	Pro-government	Pro-government
R2-B	Pro-government	Pro-government	Pro-government	Pro-participation
R5-C	Pro-government	Pro-government	Pro-government	Pro-process
R2-C	Pro-process	Pro-government	Pro-government	Pro-participation
R2-D	Pro-government	Pro-process	Pro-process	Pro-participation
R2-E	Pro-government	Pro-participation	Pro-government	Pro-participation
R3-A	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R3-B	Pro-participation	Pro-process	Pro-participation	Pro-participation
R4-D	Pro-government	Pro-government	Pro-government	Pro-participation
R3-C	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R3-E	Pro-participation	Pro-process	Pro-process	Pro-participation
R4-B	Pro-government	Pro-government	Pro-government	Pro-government
R4-A	Pro-government	Pro-participation	Pro-government	Pro-process
R3-D	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R4-C	Pro-process	Pro-participation	Pro-process	Pro-process
R4-E	Pro-process	Pro-government	Pro-process	Pro-participation
R5-D	Pro-process	Pro-process	Pro-participation	Pro-participation
R5-B	Pro-process	Pro-participation	Pro-participation	Pro-participation
R5-A	Pro-process	Pro-process	Pro-process	Pro-process
R5-E	Pro-government	Pro-government	Pro-process	Pro-process

Appendix D. Summary of Raters' Final Classification Per Article

Article Code	Rater 1	Rater 2	Rater 3	Rater 4
CAR-A	Pro-participation	Pro-government	Pro-government	Pro-process
CAR-B	Pro-government	Pro-government	Pro-government	Pro-government
CAR-C	Pro-participation	Pro-participation	Pro-process	Pro-process
CAR-D	Pro-process	Pro-process	Pro-process	Pro-process
CAR-E	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R1-A	Pro-process	Pro-process	Pro-process	Pro-process
R1-B	Pro-participation	Pro-government	Pro-government	Pro-government
R1-C	Pro-process	Pro-participation	Pro-process	Pro-participation
R1-D	Pro-participation	Pro-process	Pro-participation	Pro-process
R1-E	Pro-participation	Pro-process	Pro-government	Pro-process
R2-A	Pro-government	Pro-government	Pro-government	Pro-government
R2-B	Pro-process	Pro-government	Pro-government	Pro-process
R2-C	Pro-government	Pro-government	Pro-government	Pro-process
R2-D	Pro-process	Pro-process	Pro-process	Pro-process
R2-E	Pro-participation	Pro-participation	Pro-government	Pro-government
R3-A	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R3-B	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R3-C	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R3-D	Pro-participation	Pro-participation	Pro-participation	Pro-participation
R3-E	Pro-process	Pro-participation	Pro-participation	Pro-participation
R4-A	Pro-government	Pro-participation	Pro-government	Pro-government
R4-B	Pro-government	Pro-government	Pro-government	Pro-government
R4-C	Pro-participation	Pro-participation	Pro-process	Pro-process
R4-D	Pro-government	Pro-government	Pro-government	Pro-government
R4-E	Pro-process	Pro-participation	Pro-process	Pro-process
R5-A	Pro-process	Pro-process	Pro-process	Pro-process
R5-B	Pro-participation	Pro-process	Pro-participation	Pro-process
R5-C	Pro-government	Pro-government	Pro-government	Pro-government
R5-D	Pro-participation	Pro-process	Pro-participation	Pro-process
R5-E	Pro-participation	Pro-government	Pro-process	Pro-government

Appendix E. Summary of Raters' Justifications

Rater	Article Code	Change	Justification
4	CAR-E	Pro-participation to Pro-process	Although the article seems to champion farmers at surface level, there are more passages employing discursive strategies aligning with the pro-process category. No farmer was also interviewed.
1	R1-C	Pro-participation to pro-process	The article is not only about the voice of the Filipino people but also a critique to the government's slow reaction to disasters
4	R1-C	Pro-process to pro-participation	More passages urge the government and institutional actors to do something for the communities, aligning with the pro-participation stance.
3	R1-D	Pro-process to Pro-participation	The central idea "Anti-Hate Speech" is part of empowering human rights and social justice. Even though the coding is dominated with Pro-Process' color, the article focuses on promoting a strong urgent action to mitigate the problem/issue and to build a harmonious community.
4	R1-D	Pro-government to Pro-process	While it seems at first glance that the institutional actors are praised, they are actually only cited from a neutral to positive tone.
2	R2-A	Pro-process to Pro-government	The element of government being an actor was first overlooked. Upon re-reading the article, it is a pro-government/university article.
1	R2-B	Pro-participation to Pro-process	Because the article highlights the development of C-Trike
4	R2-B	Pro-government to Pro-process	The focus is more on technical progress rather than government reputation.
1	R5-C	Pro-process to Pro-government	The framing is positive and it is about in govt providing service on the continuation of PNR train service after halting its service
1	R2-C	Pro-participation to Pro-government	The article highlights the government without critiquing it
1	R2-D	Pro-participation to Pro-process	The perspective of this article is about the benefits, challenges and how to properly use AI, tho it only critique about acads concern.it is only a surface level.
4	R2-D	Pro-government to Pro-process	It focuses more on the technical aspect of the innovation
2	R3-B	Pro-process to pro-participation	The article is community centric, rather than the process on how they live their lives.
1	R3-E	Pro-participation to Pro-process	The article is about the implementation flaws and criticizes the mental health services.
2	R3-E	Pro-process to Pro-participation	The article talks about the Philippines as a whole community.
3	R3-E	Pro-process to Pro-participation	The coding is mostly pro-participation and through it, I saw how it represents the community who have mental health condition.
1	R4-B	Pro-process to Pro-government	The tone is positive and promotes the SLSU's project in coco to make it in coco juice
1	R4-C	Pro-process to Pro-participation	The article highlights the engagement of the LLCians in the academic colloquium
3	R4-C	Pro-process to Pro-process*	Even though coding is dominated by pro-government's color, I'll stick with my answer due to the fact that RCWO is the main actor in the article, and it is not related to the government at all. It is an institution that focuses on exploration and training future collaborators.
1	R4-D	Pro-participation to Pro-government	The article is about empowering students and youth advocates showing a positive tone in the government
1	R4-E	Pro-participation to Pro-process	It highlights the students centralized emergency alarm system development and innovation process
2	R5-B	Pro-process to Pro-government	The article leans more in celebrating the world wild life day.
3	R5-B	Pro-participation to Pro-participation *	It may sound surreal, but wildlife is encapsulated in our human rights, and it encourages us to take urgent action, particularly because some species are now endangered and it is because of our wrongdoings. This article is precisely a "pro-participation" on how I see the perspectives.
2	R5-C	Pro-participation to Pro-process	The article is focused on the development and new era of how women should be treated. More on the process rather than participation.
3	R5-C	Pro-participation to Pro-participation	Empowering women is the main focus of the article that have been struggling to have their rights as part of the community's multilayered aspect. This type of devcomm news could be classified as pro-participation in this neglected social issue in the long run.
1	R5-C	Pro-process to Pro-participation	The article emphasizes the AI Research Center (AIRCoDe) is open to all AI enthusiasts especially students from around the Bicol Region.
3	R5-E	Pro-process to Pro-process*	The Artificial Intelligence (AI) Research Center for Community Development (AIRCoDe) is not affiliated with the government, thus this article is a pro-process.
1	R5-E	Pro-process to Pro-participation	The article emphasizes the AI Research Center (AIRCoDe) is open to all AI enthusiasts especially students from around the Bicol Region.

*One rater provided justifications despite retaining their answer, specifically because they disagree with the coding.